

Keith Experts Put Vaudeville To Acid Test

Programs for Many Months
Ahead Analyzed, Then
Filed Away to Await the
Proper Time for Premier

Just as the magazine editors are now working on their coming Christmas and New Year's editions, so the busy booking men of the B. F. Keith Vaudeville Exchange, in the Palace Theater Building, at the crossing of Broadway and Forty-seventh Street, are studying their programs for the coming season months and months ahead.

Keith vaudeville is no hit or miss, rule-of-thumb affair, relying upon precedent or the "custom" of the theater. It is a science in its studious precision, a science based upon a persistent and intelligent observation of tendencies, conditions and facts in the current theater. E. F. Albee, president of the Keith Vaudeville Exchange, whose offices fill the Palace Theater Building to overflowing and annex neighboring structures, has worked out an elaborate and illuminating intelligence system that brings to him the most varied and interesting data of the stage throughout the nation.

His headquarters staff work upon this, document it, analyze it, make charts and tables, summarize it, and in the end it comes to Mr. Albee as charted, plotted and commented upon as the basic life statistics of an insurance company or a Standard Oil report upon a business field. Mr. Albee, as field marshal reviews the findings of his experts and lays down the laws and principles which govern the major strategy of Keith vaudeville amusement campaigns. The amount of information studied is amazing.

At the present time summer amusements are in full swing in the Keith houses and the programs are all worked out on scientific warm weather lines. Summer has its own special conditions which must be met intelligently and accurately, and the "big time" house on Broadway requires one policy and the "big time" house at a summer resort requires another.

The inland theater calls for one blend of acts and the seashore house for a quite different one, and everywhere the bill must be essentially opposed to the ones framed for mid-winter. Looking forward to next season, the history of acts in all the houses during the last season and preceding years are carefully reviewed. There are elaborate reports upon their popularity, the "spots" best suited to their relation to other acts on the bill and their general amusement value. Thus the precise entertainment efficiency of an act or artist is discovered and the findings govern the territory to be covered in the future bookings and the position on the bill. There are famous acts which are a "hot" on Broadway and a "flop" in Syracuse. There are arrangements of nine acts on a bill which register success in Boston and go all wrong in Cleveland.

Each city and each theater in each city has its idiosyncrasies. Audiences in the two-day are nowhere just alike in their demands. Brooklyn cares greatly for "kid" acts and animal acts, while in Chicago they are not popular. Philadelphia does not care for "wise cracking" or sophisticated comedy, while New York cannot get it too topical or too much in the nature of a Broadway family joke appreciated only by Gothamites.

The booking men have a heavy burden on their shoulders in suiting each theater and each city and then the East, South, Middle West, West, Southwest, Northwest, all with broad territorial differences. New England and the Pacific Coast demand very special attention, so exacting are their regional amusement appetites.

The children have to have special attention in framing programs for the midwinter holidays and the school holidays. The booking men have to keep track of the big conventions and cater to the delegates and their families. For instance, the Keith bill at Atlantic City during the Elks convention was worked out months ago.

Of course, the bills are elastic, and at the last minute may be improved by desirable acts becoming available and being added to the program. There is nothing rigid or set about Keith bookings, the Albee idea being to improve up to the day of opening if improvement is possible.

Mr. Albee in his strategy considers business conditions national and local, he receives statistics of the legitimate theater, the burlesque circuits and of the circuses. He has accurate statements of the relative popularity of concert, opera, legitimate, vaudeville, burlesque and all forms of "hall" shows.

He investigates new fashions in entertainment and is the first to discover new trends in amusement. If Russian art has a vogue you will find Keith audiences getting a dash of the best in Muscovite dancing and music. If the crook play or mystery play is the rage you will immediately find that Keith vaudeville has some snappy crook and mystery playlets.

Mr. Albee is a pioneer. He first saw the theatrical possibilities of jazz music and syncopated orchestras and fostered them on his circuit; he was the first to realize the hold that modern dancing has upon the public and he engaged all the leading ballroom teams for his theaters. He encouraged classical and interpretative dancing for years before the public was educated to it as in Europe. Now as a result of his campaign there is a vast, discriminating and appreciative public in this country for the highest forms of the dance.

So in many other directions Mr. Albee has been an innovator. For some time Mr. Albee has been

In the Broadway Picture Houses



VIRGINIA VALLI
in
"THE STORM"
(Central)

BERT LYTELL
in
"SHERLOCK BROWN"
(Loew's State)

ESTELLE TAYLOR,
"A FOOL THERE WAS"
(Strand)

CHARLIE CHAPLIN, in
"REVIVAL OF SHOULDERS ARMS"
(Capitol)

PAULETTE GODDARD,
in
"NERO"
(Lyric)

JACK HOLT,
in
"THE MAN UNCONQUERABLE"
(Rivoli)

accumulating and studying data and deeply pondering the intensification of the community theater influence upon civic life. He believes that the theater must go ahead along lines of becoming a more vital part of community life, getting in closer and more intimate touch with its patrons and playing an expanded role. Not alone entertainment service, but civic service, must be its goal. In New York the various Keith neighborhood theaters are putting local talent on their stages, offering prizes for amateur artists and aiding and encouraging beginners in the theater.

From all of which it will be seen that ruling the Kingdom of Vaudeville is not a leisurely job with cut and dried rules. As a matter of fact, the public likes and dislikes are continually changing and have to be watched with catlike attention. And besides all this Mr. Albee is the busiest theater builder in the world, with \$10,000,000 invested in new structures now under way. But above all, he is engaged heart and soul in working with the vaudeville artists for the common good of player folk and manager.

Complete List of Stars For "The Christian"

Several more well-known names have been added to the cast of "The Christian" which Goldwyn is producing under the direction of Maurice Tourneur—Mahlon Hamilton will play Horatio Drake, Claude Gillingwater will play Lord Stom, Beryl Mercer, who was brought from New York by Goldwyn a few weeks ago to play in "Broken Chains," and Harry S. Northrup, who had the part of Lord Robert Ure in an earlier version of "The Christian." Cyril Chadwick has arrived from New York to assume this rôle in the Goldwyn version. Others in the cast are Richard Dix, Mae Busch, Phyllis Haver and Gareth Hughes.

NEW AMSTERDAM THEATRE 48-10
POP. MATS. WED. 8:30
GREATEST OF ALL
ZIEGFELD
COLLIES
Staged by NED WAYBURN

BELASCO
West 44th St.
Box 42-53
Mat. Sat. 8:30
DAVID BELASCO presents
Lenore Ulric
as KIKI

"Good Morning
Dearie"
MUSIC BY JEROME KERN
BOOK BY ARTHUR LUGNELL
STAGED BY EDWARD ROYCE
GLOBE
Mats. Wed. Sat.

BROOKLYN AMUSEMENTS
BRIGHTON BEACH
WEEK BEGINNING TO-MORROW, JULY 17
THE FUNNIEST GIRL IN THE WORLD
FANNY BRICE
Late Star "Ziegfeld Follies"
WARREN & O'BRIEN

BAILEY & SULLY
& COWAN
HOUGHTON
THE TAN ARABIAN
DONIGER BROS.
NEWS VIEWS—TOPICS OF DAY
MISS IVAN
PATRICOLA BANKOFF & Co.

STEEPLECHASE
THE FUNNY PLACE
Suff. Pool Betting

NEW BRIGHTON
WEEK BEGINNING TO-MORROW, JULY 17
THE FUNNIEST GIRL IN THE WORLD
FANNY BRICE
Late Star "Ziegfeld Follies"
WARREN & O'BRIEN

Marshall Neilan to Make
"The Strangers' Banquet"
Marshall Neilan's first production to be filmed under his new alliance with Goldwyn is to be an adaptation of Donn Byrne's novel, "The Strangers' Banquet." Mr. Neilan purchased the motion picture rights to this book soon after its publication in 1919. At the time of purchase he had no facilities for giving it the elaborate production he believed it should receive, so he waited for a more favorable opportunity. That opportunity has come now in his affiliation with Goldwyn. The cast will be selected immediately and production will be started at the Goldwyn studios within the next ten days.

A New Dance for Betty
Betty Blythe has been rehearsing a new Spanish dance which she executes in her picture, "How Women Love," which is nearing completion at the Whitman Bennett Studio. Maria Palay, who was at one time with Adolph Bohm, is Miss Blythe's teacher.

B.F. KEITH'S PALACE B'WAY & 47th St. TEL. BRYANT 4300	
Mats. Daily at 2 25-50-75 & \$1.00 1000 CHOICE SEATS 50¢ EXCEPT SAT. and HOLIDAYS	Every Night 25-50-75-100-200 1000 ORCH. SEATS \$1.00 EXCEPT SAT. & HOLIDAYS
TWO BIG CONCERTS SUNDAY, 2 & 8 P. M. BEGINNING MONDAY, JULY 17	
2.15 THE FOUR BARDS	8.15
2.24 HERMAN TIMBERG	8.24
2.40 George Choo offers "A DRESS REHEARSAL" with FRANK ELLIS & CO.	8.40
3.03 FRANK VAN HOVEN The Dippy Mad Magician	9.03
3.19 Song, Comedy, Incomparable, Personified in a Dainty Star, IRENE FRANKLIN "The American Comedienne"	9.19
3.53 MARGA WALDRON Premiere Danseuse, with George Halprin, in a Unique Classical Offering.	9.53
4.11 JACK WILSON with Chas. Forsythe Adams, Adele Ardley and Willie Ward	10.11
4.38 Third Week—By Instant Popular Demand—The Inimitable VAN & SCHENCK "The Pennant Winning Battery of Songland"	10.38
4.56 The World's Greatest Musical Entertainers LEON & CO.	10.56

B.F. KEITH'S RIVERSIDE BROADWAY AT 96th St.	
Concerts Sunday, 2 & 8 P. M. Week of July 17	
GEORGE LEMARE & CO. & MLE DANCE ALLEN	
"THE LITTLE COTTAGE"	
GLENN ANDERS & CO.	

B.F. KEITH'S 81ST STREET BROADWAY AT 81ST ST.	
Concerts Sunday, 2 & 8 P. M. Week of July 17	
WHITE SISTER HOLMAN & CO.	
MARY HARRY	
Many Others & CHARLES RAY in photo comedy, "THE DEUCE OF SPADES," and Novelty Radio Picture.	

SAM H. HARRIS
ATTRACTIONS
IRVING BERLIN'S "MUSIC BOX REVUE" MUSIC BOX THEATRE
PRETTIEST, CLEVEREST, MOST AMUSING REVUE EVER PRODUCED IN THIS COUNTRY. 45 MIN. MATINEES: WED. & SAT.

CORT THEATRE
WEST 46th
WALLACE EDDINGER
MARY NASH
"THE SEASON'S BIGGEST HIT"
"SIX CYLINDER LOVE" ERNEST TRUAX
MATINEES WED & SAT.

STADIUM SYMPHONY CONCERTS
NY PHILHARMONIC ORCHESTRA
LEWISOHN STADIUM: AUGUST 13th
TO-NIGHT AT 8:30
INEZ BARBOUR
SOPRANO
WAGNER—MASSNET
AVENUE—PONGIELLI
PRICES: 25c, 50c, \$1.00

CLOVER GARDENS
A SUMMER RESORT IN THE CITY
EVERY NIGHT 8:30
SAT. & SUN. 2:30 AND 8:30
GRAND CENTRAL PALACE 75c AND \$1.00
PALISADES AMUSEMENT PARK
Opp. W. 130 St. Ferry, 50 New Attractions
Salt Water Surf Bathing. NOW OPEN.

"Legend of Sleepy Hollow" Filmed With Notable Cast

"The Legend of Sleepy Hollow," perhaps the most widely read story in American literature, will be seen on a Broadway screen early in October. It is hard to understand why a film edition of this quaint classic has not been produced before.

While producers have vied with each other to secure the rights to produce popular best sellers they seem to have overlooked a classic that has entertained people of all ages and nationalities for nearly a hundred years. Forty-eight editions are now in print, and there are fifty-three different publishers. The story has been translated into all languages and has been put into school readers, into shorthand for use in business schools and on phonograph records in schools of phonetic instruction. Its producers assert they are putting into the production the tremendous investment that would have been paid for the rights of such a story had it been necessary to purchase those rights. As it is, with the copyright expired, the rights cost absolutely nothing.

The superstitions and fears of the natives of the sequestered valley of Sleepy Hollow are an intimate part of the book lore of youthful America, and the thunderous hoofbeats of the racing steeds mounted by the mysterious headless horsemen have disturbed the childhood dreams of five generations. The cast of the picture is regarded as flawless. Will Rogers, who fits the part as though he has been Irving's inspiration, plays the rôle of Ichabod Crane, the lanky Yankee schoolmaster. All of the habits and eccentricities of the itinerant pedagogue will be given life on the screen—his class in palmody, his fear of the supernatural, his love of bounty and, principally, his hopeless infatuation and subsequent disappearance from the drowsy Hudson valleys.

Lois Meredith plays the charming "Katrina Van Tassel," belle of Sleepy Hollow, whose wiles stir up hopeless ambitions in the narrow breast of Ichabod. A year of preparation was required on the production. The continuity was rewritten until it was deemed that the characteristic charm of Irving could be put upon the screen. All of the exterior scenes are being taken near Tarrytown on the Hudson—actual Sleepy Hollow locations. The Clancy organization is adhering very closely to the story.

The long-remembered midnight chase of the hapless Ichabod by the Headless Horseman will be built into a dramatic climax, and it is expected to provide a thrilling horse race. The final title of the picture as screened will be "The Headless Horseman; or, the Legend of Sleepy Hollow." The picture will be distributed through the W. W. Hodkinson Corporation.

The cast of principals engaged for prominent supporting parts are May Foy, Bernard Reinold, Downing Clarke, Robert Ayerton, George Pelzer, Charles Graham, Marea Trudeau, Phil Munn, Charles Hancock, Harold Crane, Nancy Chase, Kay MacCauley, Edna Brice, Jack Gardner, G. Wallman, Gardner James, Sheridan Tansey, Jerry Devine, Knox Kincaid, Henrietta Floyd, Maude Hill and Ann Eggleston.

"Knighthood Was in Flower" To Use German Armor
Two suits of tilting armor that were once a part of the collection of the former German Emperor have been purchased in Berlin by an American art collector and shipped to New York. The price paid was in the neighborhood of 500,000 marks for each suit, and what is amazing German art collectors most is its destiny in a motion picture. The armor is of the fifteenth century period and was made by Suseenhoffer, the court armorer. "When Knighthood Was in Flower," which is now being filmed by Cosmopolitan, has Marion Davies in the star rôle.

CAPITOL B'WAY AT 51ST ST
WORLD'S LARGEST AND FOREMOST MOTION PICTURE PALACE
EDWARD BOWES MANAGING DIRECTOR

POPULAR REQUEST PROGRAM

Unit No. 1—The World's Greatest Comedian
CHARLIE CHAPLIN
In a Revival of the Greatest Comedy of All Times
"SHOULDER ARMS"
First National Attraction
Presented with Orchestra at 2:30, 5:30, 8:00, 11:00—With Organ at 1:35, 7:05
Note—The Chaplin Picture will be the last number at each performance.

Unit No. 2—CAPITOL GRAND ORCHESTRA
Erno Rapen, Conductor
David Mendoza, Associate Conductor, William Art, Associate Conductor, Joseph Kline, Associate Conductor, Frederic Fradkin, Concertmaster, "Raymond Overture" Thomas

Unit No. 3—BALLET DIVERTISSEMENTS
(a) "Anitra's Dance" Mlle. Garbarini, Doris Niles
(b) "Glow Worm" Mlle. Garbarini, Doris Niles
(c) "Georgia Camp Meeting" Alexander Oumansky and Thalia Zancu

Unit No. 4—FAMOUS CAPITOL MAGAZINE

Unit No. 5—Mr. Rothafel presents THE RUSSIAN SINGERS
Recruited from Russian Grand Opera. Exclusive Engagement in New York. Twelve Splendid Male Voices in a Repertoire of Russian Folk Songs and Cathedral Numbers

Unit No. 6—SPORT REVIEW
"Record Breakers"—Edited by Grantland Rice

Unit No. 7—TEN MINUTES WITH FRADKIN
Mr. Fradkin will render several numbers from selections which have met with success at the Capitol.

Unit No. 8—"NIGHTS OF MANY SHADOWS"
Fifth of the Robert C. Bruce "Wilderness Tales" Series
Released by Educational

Unit No. 9—PRELUDE—Doris Niles
Music Theme: "The Last Hope" Gotschalk
Yasha Bunchuk, First Cellist, Capitol Grand Orchestra

Unit No. 10—Triart Productions, Inc., Presents
"HOPE"
Based on famous painting by George F. Watts
Directed by Lejaren A. Hiller

Unit No. 11—Return Engagement of the well known Young Chilean Pianist
JUAN REYES
Last Concerto in E Flat
Melchiorre Mauro-Cottone Pharaohaph on Melodies in the Performance

Unit No. 12—CAPITOL GRAND ORGANS
Melchiorre Mauro-Cottone Pharaohaph on Melodies in the Performance

Presentations by Rothafel

Theatres Under the Direction of Hugo Riesenfeld
RIVOLI
THE HOME OF PARAMOUNT PICTURES
BROADWAY AT 49th STREET

BEGINNING TODAY
JESSE L. LASKY PRESENTS
JACK HOLT
"THE STAR OF WHILE SATAN SLEEPS"
in
"The Man Unconquerable"
Directed by Joseph Henabery
A Paramount Picture
There's fighting and thrills here aplenty, There's beauty and one massive pearl; And the man who claimed he was Unconquerable, Succumbed to the charms of The Girl.

"Short Weight," with Brownie, Dog Comedian. "Anitra's Dance." "Orientele"
RIVOLI CONCERT ORCHESTRA, Fred K. Stahlberg and Emanuel Baer conducting
"Everybody's Going to the Rivoli Now"

RIALTO
THE HOME OF PARAMOUNT PICTURES
BROADWAY AT 42nd STREET

2nd Week on Broadway
ADOLPH ZUKOR presents
Thomas Meighan
in
"IF YOU BELIEVE IT! IT'S SO!"
A Paramount Picture
Marcus Cartoon Comedy. Sigmund Krungold at the Wurliitzer
RIESENFELD'S CLASSICAL JAZZ
FAMOUS RIALTO ORCHESTRA

America's Foremost Theatres and Hits, Direction of Lee and J. J. Shubert

Winter Garden 117 & 56th, Days 8:30
MATINEES TUES., THURS., SAT.
ADMAN KALITZ presents
"SPICE 1922"
WORLD'S GREATEST REVUE
By JACK LINT, Script by ALAN C. COITZ
"Has all the variety that is supposed to be the special spice of life. Should keep Winter Garden busy all summer."—Sun.
8th MONTH—BIJOU 14th W. of 7th, Mats. Wed. Sat.
Season's Smartest Comedy
DOVER ROAD
By A.A. MINE With CHAS. CHERRY

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CAT AND THE ANARY
WED. & SAT. MATINEES
Thrills—Chills—Laughs

ASTOR Thea. 43rd St. & B'way, Box 838
Matinee Wednesday & Sat., 2:30.
RAMBEAU
The GOLDFISH
"CLEAN, BRIGHT, TUNEFUL ENTERTAINMENT"
Bride Dooling presents
A GIRL YOU'RE SURE TO LOVE
SUE DEAR
The Queen of Musical Farce
Press Public
GRANT MITCHELL
The HUGGERS

BELMONT Thea. W. 42nd St. & B'way
EVS 8:30 MATS TUE & SAT

HE WHO GETS SHIPPED
GARRICK 45 W. 35th
SAT. BEST SEATS \$2.00

MOVES TOMORROW NIGHT TO THE REPUBLIC THEATRE, WEST 42nd STREET.
MATINEES—WED. & SAT.
ANNE NICHOLS—LAUGHING SUCCESS
ABIES' IRISH ROSE
LAUGHS LAUGHS LAUGHS

Wm. A. BRADY'S 48th ST. TOMORROW NIGHT 8:30
MATS TUESDAYS THURSDAYS & SATURDAYS
By Popular Demand
FLORENCE MILLS in "THE PLANTATION REVUE"
Society's Fad
BEST ORCH. SEATS \$2.00
SPECIAL MIDNIGHT PERFORMANCE WEDNESDAYS

TWO MEN and a GIRL
—snowbound high in a lonely mountain cabin. Imagine at first three comrades—joy—gaiety—laughter—then LOVE—and enter brooding, green-eyed jealousy—the stormy surge of passions—while outside—grim nature's stormy elements—the water—wind—FIRE! held Fate's last trump! No wonder N.Y. Critics say "The perfect picture!" "Not a faked thrill or a false emotion in it."

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WILLIAM FOX presents
THE GREATEST OF ALL SCREEN SPECTACLES
"NERO"
J. GORDON EDWARDS
SUNDAY MATINEES at 2:00, 11:10 to 11:20 Times Today.

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BROADWAY at 47th STREET
"The Storm"
Startling electrical forest fire effects by Langdon McCormick. A Universal-Jewel production. Presented by Carl Laemmle. Complete Concert and Cinema Program.
NOON TO ELEVEN DAILY
SELWYN THEATRE, W. 42nd St.
BARNEY BERNARD and ALEXANDER CARR in
"PARTNERS AGAIN."

MARK STRAND
AN ANATIONAL INSTITUTION
B'WAY & 47th St. Direction JESSE L. LASKY
Beginning Today—WILLIAM FOX presents
Porter Emerson Browne's Stage Success
"A FOOL THERE WAS"
Inspired by KIPLING'S famous poem, "THE VAMPIRE"
Directed by EMMETT J. FLYNN
with a splendid cast including
LEWIS STONE ESTELLE TAYLOR
IRENE RICH MAHLON HAMILTON
WM. V. MONG MARJORIE DAW

STAND SYMPHONY ORCHESTRA Carl Edwards Conductor
Selections from "THE MIKADO"—Gilbert & Sullivan
The Mark Strand **MADELEINE MACGUGAN** Violinist
Presents
"HERE AND THERE"
Film Novelties
MARK STRAND TOPICAL REVIEW
DIET IN SPECIAL SCENIC SETTING
KITTY McLAUGHLIN — HAROLD BROWN
Soprano Tenor
New Pat Sullivan Comedy, "Tells in the Swim."

CAMEO 5th BIG WEEK
EVERYONE SHOULD SEE IT—NY WORLD
JOHN BARRYMORE
in "SHERLOCK HOLMES"

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